

Issue 110: INSIDER'S EDGE: Medicaid Renewals—New Outreach Strategy

Medicaid recipients whose eligibility must be renewed receive reminders in many forms. They are notified by mail approximately 60-75 days before their benefits end. Recipients enrolled in the HealthChoice Program may also be contacted separately by their managed care organization (MCO). Despite our best efforts to reach them, some recipients still don't get the message!



*Not everyone is a fan of old-fashioned outreach.
Surely, there must be a way to reach people easily using a device they carry with them every day!*



To help ensure recipients don't forget to renew their benefits, Maryland Medicaid is launching a new outreach initiative to HealthChoice enrollees. On Wednesday morning, recipients whose eligibility is set to close at the end of this month received a text message from a new contact:

**ALERT: If you don't reapply for health coverage by 7/31/15, your
insurance may end. Apply or find free help:
MarylandHealthConnection.gov/medicaid-renew**

Going forward, similar text messages will be sent out each month to remind recipients whose benefits will be ending soon that they must come back and renew their eligibility.

How can I help? Be prepared to hear from more consumers! It's likely that local health departments, departments of social services, and other insurance assistance workers will see an increase in calls and walk-ins from clients needing assistance. You can learn more about the renewal process [here](#) and [here](#).

You can't text me, but...if you have a question, send it to dhmh.medicaidmarge@maryland.gov.